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ABSTRACT

The overriding goals of this research project, which investigated the extent to which the rural public library is meeting the information needs of its constituents, are to enable the rural public library to become a more efficient disseminator of information and to enhance its role in the development of rural America. The study targeted both rural library clientele and non-clientele through two questionnaires and telephone surveys to elicit information on: (1) the role and functions of the rural public library; (2) client attitudes about the library; (3) why the majority of library users are female; (4) client information needs; and (5) whether libraries should charge service fees. It is noted that current disuse of a marketing approach to libraries by the typical rural librarian underlies the entire report. Concluding the report are the research team's conclusions and recommendations, the research team roster, and copies of the survey instruments with tallies of the responses to the individual questions. (46 references) (MAB)

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Assessing the Information Needs of Rural Americans 1990

Public Libraries

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Assessing the Information Needs of Rural Americans

by

Bernard Vavrek

Coordinator, Center for the Study of Rural Librarianship

College of Library Science
Clarion University of Pennsylvania
1990

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Acknowledgements

The purpose of this document is to report on the project, "Assessing the Information Needs of Rural Americans," which among other things attempts to determine the extent that the rural public library meets the information needs of its constituents. This investigation was supported by a grant from the United States Department of Education, Higher Education Act, IIB, Research and Demonstration. As a preface to reporting, the Center for the Study of Rural Librarianship wishes to express appreciation to Anne J. Mathews and Yvonne Carter, Office of Library Programs, who provided support and encouragement. Finally, this project would not have been completed without the active and professional commitment of the research team, office staff, and graduate assistants in the College of Library Science, Clarion University of Pennsylvania, who also participated in this project. The names of these individuals appear in the appendix of this document. A special thanks to Nancy Harriger, who didn't let Helvetica 12 (the typeface of this report) overcome her willingness to help.

Executive Summary

* Seven out of ten library clients are women.

* Women have different information needs than men and rely more on the library to meet those requirements.

* Seventy-two percent of the women surveyed came to the library to borrow books for themselves. Only 28% borrow books for someone else. Bringing children to the library was cited by only 18% of the female respondents.

* The average female library user is 44 years old and identifies herself as a "homemaker."

* The typical male client is 47 years old and is either retired or a professional person.

* High school education, is the highest level of schooling cited by the average rural public library user.

* Weekly visits to the library is the pattern followed by 68% of the users.

* The average time spent in the library per visit is between six-fifteen minutes.

* Sixteen percent of the clients studied came to the library to use services such as copier, fax machine, and telephone.

* The most frequent reason for library use (37%) was for best sellers. Uses identified as reference/information accounted for 15% of the total.

* Seven books/month are read by the average library user, and eighty-two percent of those surveyed read magazines regularly. By contrast, respondents reached by telephone reported reading approximately three books/month.

* There is a gap between the daily information needs of rural residents and the ability of the library to satisfy those needs.

* In order of importance, information about best sellers, national news, local news, programs of education, health/medical services, and decisions of local government are described as daily information needs.

* The library is viewed as most important in providing information on reference books, best sellers, how-to-do-it topics, hobby/crafts, programs of education, and national news.

* In addition to the library, clients obtain information from personal books/magazines, newspapers, other libraries, TV, word of mouth, and government agencies.

* The public library is supported by a core of influential people, who are viewed as such because of their reading habits, information needs, and involvement in community activities.

* Library users view the library highly or critically important to the well-being of the community.

* Ninety-one percent of those surveyed believe that the library provided what they needed on the day of their visit.

* Fewer than half of those surveyed indicated a willingness to pay a fee for services received.

* If forced to pay a fee, 49% would pay less than $1.00.

* A larger library building, more materials, and being open more hours are at the top for suggested improvement.

* Of those participating in our telephone survey, 48% were not considered active clients because it had been over one year since they last utilized the library or its services. The reasons for nonuse tended to be either that the respondents lacked time or had no need.

* Telephone respondents voiced their views that they did not perceive the library as better suited for any target groups, such as men, women, or children.

The Role of this Study

In 1978, the College of Library Science at Clarion University organized the Center for the Study of Rural Librarianship. Eight years later, the Small Library Development Center was established. Both activities are directly concerned with the development of library services throughout the United States. Over the last decade, Clarion has been the locus for a variety of investigations that were almost exclusively directed toward collecting normative data about the attitudes and behavior of rural library staff and the conditions affecting library resources and services. With the growth in importance of marketing activities for nonprofit organizations, however, it has become clearer that the development and future of public libraries rests squarely with a greater understanding of the manner in which clients perceive services. Given the fact that public libraries in nonmetropolitan areas comprise approximately 80% of the public libraries in this country (Lynch 1987, 25), it is surprising that American librarianship has waited so long to invest in a national survey of library use. While studies of individual public libraries are not uncommon, no national study has been previously conducted that focused entirely on a rural clientele. The only parallel for this present investigation was one conducted in Pennsylvania in 1989 (Vavrek 1990), sponsored by the Center for Rural Pennsylvania, an agency of the Pennsylvania General Assembly. Using the same survey instrument that was utilized for this national investigation, (n=1503) questionnaires were analyzed from (n=124) libraries. The results were directly comparable.

What highlights this present study, is not its overall ability to provide definitive answers to elusive questions, but that it is an initial approach to deal with access to

information in rural America. "Efforts to improve the rural information infrastructure must be predicated upon the knowledge of what infrastructure exists, and how it is used by large and small scale users. At present this knowledge is sketchy at best, and the need for systematic research is great." (Dillman and Beck 1988, 45). It is hoped that this research project will encourage others to take a more active role in understanding the behavior of their library customers.

The overriding goals of this project are to enable the rural public library to become a more efficient disseminator of information and to enhance its role in the development of rural America. It is clear that if the nonmetropolitan areas of the United States are to continue to survive economically their future is directly related to maximizing available resources. The public library is one of these decided assets.

Methodology

To insure an equal geographical sampling of rural libraries in this investigation, the nine census regions into which the United States is divided were utilized as the initial selection criterion. These are: New England, Middle Atlantic, East North Central, West North Central, South Atlantic, East South Central, West South Central, Mountain, and Pacific (U. S. Bureau of the Census 1990, xii). From each census region, approximately 50 libraries were targeted using the latest American Library Directory and the Rand McNally Commercial Atlas. Rural was defined as a place no larger than 25,000 residents, and not within a Metropolitan Statistical Area. This selection process yielded a sample of (n=441) libraries. In February, 1989, 20 questionnaires were mailed to each target library with instructions to the staff to facilitate an even distribution of the surveys among adults (17 and older) during the various hours that the library was open. Affecting the surveying were limited staffing patterns and variable library hours. By the end of May, 1989, (n=3531) surveys were returned from (n=302) libraries, comprising a 68% library participation rate and a 40% return of the total number of questionnaires. Included in the sample were libraries in the following populations: (n=108) were in communities under 2,500 persons, (n=180) were places of 2,501-25,000, and (n=14) recorded populations slightly larger that 25,000. In the latter case, these libraries were included because they represented county library systems in the targeted states, but otherwise met the rural paradigm of this study.

To verify some of the data that had been provided by the respondents, particularly what seemed to be the dominant female nature of the clientele and the relative importance of leisure reading materials, an explorative telephone survey was

conducted among the general adult population (a person at least 17 years old) in March, 1990. Survey Sampling Incorporated, Fairfield, Connecticut, provided the Center for the Study of Rural Librarianship with 3500 telephone numbers representing an even distribution of nonmetropolitan residents (in populations under 25,000) within the continental United States. Three phone calls were made to each telephone number during different times of the day/evening to insure an equal number of respondents geographically and not to bias the investigation toward those individuals who would be expected to be home during the day. This surveying was conducted by students within the College of Library Science at Clarion University under the supervision of the research director. By mid-April, 1990, (n=1249) successful phone contacts had been completed, which represented a 36% response rate.

A final attempt at data verification was launched during the first week in May, 1990. The libraries originally responding to the in-house library survey (n=302) were asked to once again distribute 20 questionnaires to their clients. This effort consisted of a one-page survey form in which respondents were to indicate all of the reasons that they came to the library on the target day. The initial survey in February, 1989, had requested that respondents indicate the main reason that they had come to the library. The motivation behind this data verification was to determine if the female library user was in practice "fetching" things for others, and thus explaining why her role is dominant. By the end of July, 1990, a return of (n=1950) surveys came from (n=157) libraries. Fifty-two percent of the libraries participated with a survey return rate of 32%. All survey instruments, including cover letters to the participating libraries, may be located in the appendix of this document.

Introduction

Recently, a group of international visitors under the sponsorship of the United States Information Agency visited Clarion as part of a 30-day tour of the country. The Clarion stop was to provide an opportunity to discuss rural libraries. A reporter covering this story for a local newspaper asked the author among other things: what is rural librarianship? The answer to this question is key to understanding the environment in which this research investigation was conducted and will subsequently be described. It is a query, however, that is easier to ask than answer. In a popular fashion it encompasses some 65 million persons who live in what conveniently is described as rural America. This number includes approximately 30 million people who live within Metropolitan Statistical Areas and five million farm residents (Rural and Rural Farm Population: 1988 1989, 4). Rural Americans reside in places that are agricultural in nature, resorts, mining areas, bedroom communities, retirement places, ranches, college/university towns, and manufacturing centers. This taxonomy is symptomatic of the 40 clusters that are utilized by marketing analysts to explain the diverse lifestyles within the United States. "Throughout the nation, Americans live in distinctive community types, refusing to blend into the mythical melting pot" (Weiss 1988, 2). Rural can also be generally characterized as the "have-not" culture of American society. "The urban-rural gap pervades all aspects of a rural resident's life" (Heasley 1988, 10). While this is broadly stated, it accurately depicts the fact that in relation to socio-economic characteristics, rural America continues to lag behind metropolitan areas. In relation to the quality of life, "...nonmetro poverty remains higher than before the recession of the early 1980's and higher than in metro areas" (Hoppe 1990, 16).

And as it strikes to the core of the present research investigation, (Dillman 1984, 19) indicates that "One of the most critical questions is the extent to which rural North America becomes a land of information haves and have nots."

The further subtleties of rural can also be captured by recent accounts in the national press. "In North Carolina, the New South Rubs Uneasily with the Old Ways" (Applebome 1990, 1, 12), describes how progress in North Carolina coexists with the rural areas that have been left behind both economically and socially. "Closing of Rural Hospitals is Analyzed" (New York Times 1990, A10), details the malaise surrounding the closing of 140 rural hospitals from 1985 to 1988 because of low occupancy rates and high operating costs. "Strains of Governing in Small Towns" (New York Times 1990, A15), talks about Derby, Vermont, and the increasing difficulty of volunteer officials governing local municipalities because of the complexity of knowledge and information that is required. "A Cafe Reopens: Lunch Returns to the Prairie" (Schmidt 1990, 1, 26), describes a situation in Louisburg, Minnesota, where the 60 residents lost their local "watering-hole" because of declining economics, and the absence of wives (who are working away from the farm) to prepare meals at lunch time. "As Farm Meets Suburb, Sides Clash" (Johnson 1990, 6), relates the controversies from the growth of metropolitan Chicago into rural areas where a farmer was accused of disorderly conduct for operating a tractor after dark. While these are selected examples, they help to illustrate some of the nuances of rural and small town America. Library services cannot be divorced from these circumstances. The complete library researcher is one who has an understanding of community development, local politics, rural sociology, economics, and information services.

So in dealing with rural libraries, the analyst is confronted with communities that are in danger of going out of existence because of declining population and economies, and with municipalities where the "come-heres," as they are known in Virginia, expect the same library services as they previously experienced in metropolitan areas. And while the population growth of rural areas evident during the 1970's is now part of our history, from 1986-88, counties near metropolitan areas were again attractive to the new rural people (Swanson and Butler 1990, 20). Our typical rural American (the person who lives in the country) wants the best of both worlds. Not a great surprise. And there is little question about the library's popularity. In a study of information needs in four intermountain states, (Haycock and Wilde 1984, 22) found that 62.4% (253) of those surveyed used the library for their information needs. But our rural American also wants library services to be provided with annual budgets that approximate $15,000, which is the average for a library in a community legally defined by the U. S. Bureau of the Census as rural, i.e., fewer than 2,500 people. For the model of rural used in this report, population centers under 25,000 persons, the annual budget is $81,000 (Podolsky 1989, 33).

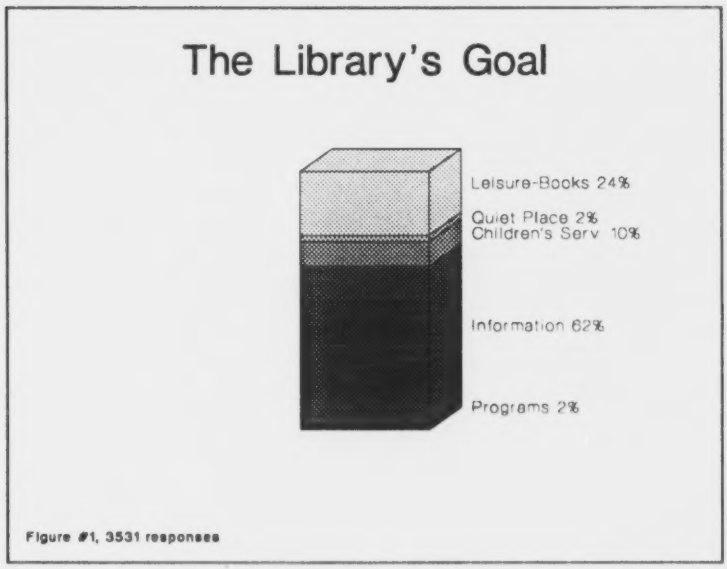
The Role of the Rural Public Library

To a considerable extent, this research investigation deals with the simple but elusive issue of the nature of the rural public library. What are its roles and functions? "It is impossible to describe the typical American public library.... The fact is that our public libraries vary so widely in size, resources, and facilities that for practical purposes their differences are those of kind as well as degree" (Leigh 1950, 53). The library literature has no lack of interpretations regarding the presumed roles of the public library (Harris, 1975). The challenge in a real sense, however, is provided by (Wilkinson 1989, 2): "Access to the essential resources for meeting the daily needs of people is the first requisite for maintaining a community and ensuring social well being, anywhere, anytime." The question then, and not altogether rhetorical in nature, is to what extent is the public library seen as an essential resource in its community. There is some reason to suggest if only from the inadequate level of funding nationally that individuals in decision making positions are not altogether convinced of the public library's seminal role. In a recent study of citizens' attitudes toward public priorities in Pennsylvania, "library and book services" was seen as a higher priority need by only three out of every ten respondents. More significant priorities were: crime prevention, parks and recreation, water and sewer systems, garbage collection, and cultural activities (Willits, and Crider 1990, 15). The fact that libraries have been targets for closing in some states as a construct of budget balancing suggests the sometimes fragile nature of library services (Kirks 1988, 36). By contrast there is no mistaking the emotion in the following anonymous comments made by library clients who participated in the surveys:

> When my husband was ill for so long and we would go very few places, the library was one of the places we would still enjoy. We would sit in the car while I run in and picked up some old magazines that were being discarded and we could read to our heart's content. We didn't have to bring them back. Any book or magazine is new to you if you haven't read it before.
>
> Although small, this library is a lifeline to a community and a larger body of contemporary thinking, ideas and research that is sorely lacking here.... After working in a robust, urban university setting for nearly seven years, I find myself resettled in a rural environment I am still adjusting to. If it were not for the library, I would feel out of touch and out of sync with the rest of the world. I approach each trip to the library as another opportunity to find something special, that something interesting that will sweep me along for another two weeks of total fascination.

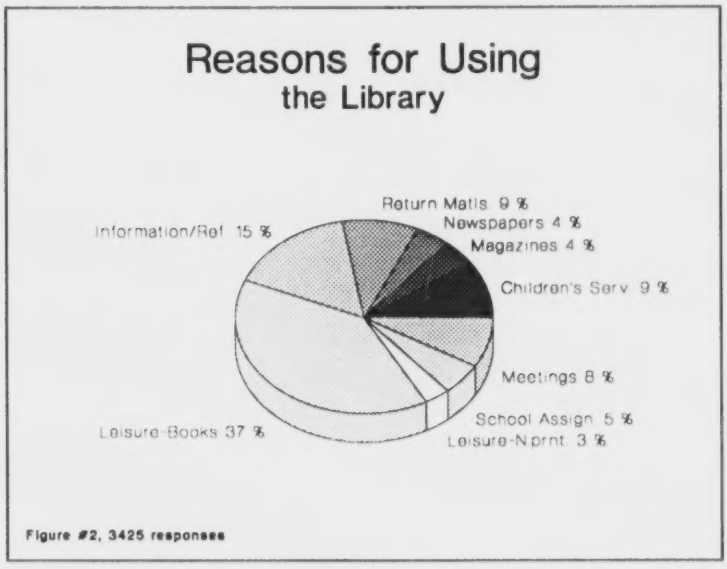
Library Use

As to the meaning of the library and its role, clients have their own views, both philosophically and in practice. Figure #1 provides the results of a question in which respondents were asked to identify the library's most important goal. The predominant choice is interesting in the light of the responses in Figure #2. The first figure is also important for library planners in that it shows the relative significance, but not overemphasis on children's services as a central thrust of the library. This is notwithstanding the fact that storyhours and children's services in general appeal to an appreciate, eager audience. It is the author's belief that adult services sometimes have gotten short shrift by individuals who are far more preoccupied than they should be with children's programming, and the like. Greater emphasis is needed to insure the fact that--in practice--the rural public library emphasize's its role in support of the adult community.



While the first graphic shows the attitudes of the clients surveyed toward defining the library's goals, Figure #2 depicts their actual behavior--as they reported it. "Leisure books" as the highest response was a surprise to this library investigator. It should have been less a matter of astonishment since public library use studies indicate that book borrowing (which one would have to relate to leisure books since reference materials are not usually charged out of the library) is a typical client behavior (Knight and Nourse, 1969; North Dakota Library Association..., 1990). The demand for leisure resources wasn't such a jolt to a nonlibrarian member of our research team who said, "I thought that's what the library was about--books." Consistent with this is the fact that 40% (251) of those identified as library clients through our telephone verification survey indicated that "checking out books" was their typical library use. "Research" was the next largest category at 16% (101). Parenthetically, the reader may be interested to know that in the survey of

Pennsylvania residents referred to on page four of this document, the response rate for "leisure books" was 51% (727) of the total (Vavrek 1990, 7). This majority result was probably owing to the fact that Pennsylvania includes within its boundaries the largest rural population in the United States (Heasley 1988, 5).



Why shouldn't the library be proud of the fact that it responds so well to the community's bookish needs? While the concept of "leisure books" was not defined for the library clients, their choices were open-ended, librarians and society want to perceive the library as an information center rather than only a place of books. This is not surprising since we live in an information age and the emphasis in the library community has been to attempt to catch up to that concept at the delivery end. Fairly, it can be said from the acquired data that, indeed, the typical rural library functions as the community information center. Witness the range of services: a place for programs, reference support, and children's services. It should also be acknowledged

beyond the scope of this study that the rural library supports the role as the community social center, a place for exchanging coupons, provides toys for kids, and becomes the local video store--in some places. Although only 3% of the users indicated "nonprint" as their reason for coming to the library when the survey was conducted, this will increase in the near future as videos occupy an increasingly significant position among available resources. What other community agency then provides such a carousel of services at the municipal level? In fact, its rather amazing when one considers this "the best bargain in town" (Vavrek 1985).

At the same time, however, there can be little doubt that the typical rural librarian helps to perpetuate the library's role as a place for books regardless of other layers of service available. Storybook hours, summer reading contests, publishing the titles of newly acquired books in the local newspaper, and great book discussion groups help to extend the image of the library as a "bookish" place regardless of the conscious desire to be an information center. At the national level, the American Library Association helps to abet this circumstance of books being equated with libraries through its slick public relations campaign of having well know persona such as Oprah Winfrey and Paul Newman looking down from their glossy posters telling everyone to read books. As an aside, I asked a colleague of mine at the headquarters of the American Library Association, "wasn't this poster campaign inconsistent with the idea of promoting libraries as information centers?" The response was: "How can we have these poster personalities holding information?" A useful question, although it begs the mixed signals that the library community sends to the public. But the role of books is not a media event recently created with mirrors. It

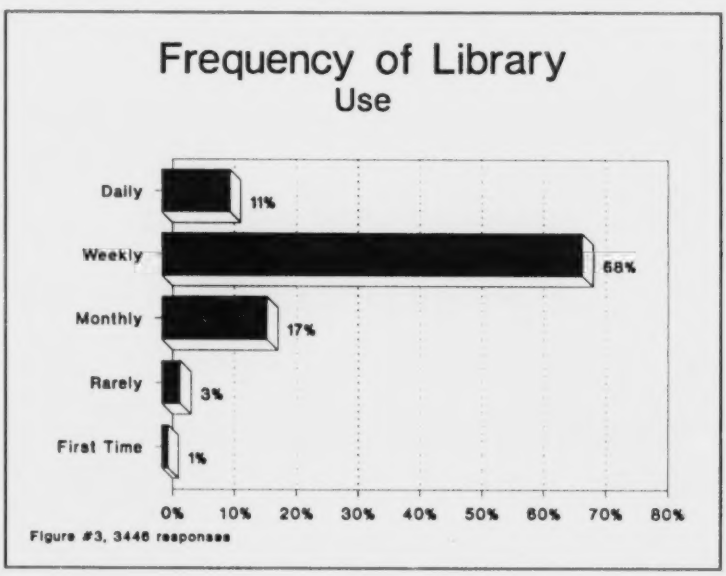
is part of the tradition of the public library since the middle of the nineteenth century (Harris, 1975).

While our society has created an age of information, or more correctly is a product of it, not all of its institutions have "escaped" their roots. It is also possible that a type of natural selection of the library species is taking place with community libraries continuing to maintain a popular reading function rather than choosing a life in the age of information. But the context may not be a matter of choice rather than an inability to compete because of the relative economics of doing so. The library is now in a posture of asking itself about its future direction: building upon the role of leisure reading or diversifying?

The problem in all of this role posturing may be enhanced with the librarian's perception of things. Planning and Role Setting for Public Libraries promotes as one of the goals of a modern public library: "The library actively provides, timely, accurate, and useful information for community residents in their pursuit of job-related and personal interests" (McClure 1987, 38). To determine the rural librarians' agreement with this concept, a recent study determined that 92% (339) of the respondents agreed that their libraries were pursuing this goal (Vavrek 1987, 24). The data from Figure #2 suggests that the clients may not be aware of this intent as the library's staff believes. At the same time, one is not suggesting that it is anti-intellectual to read books. It should not be a case of the librarian asking whether or not it is OK for all of this bookishness to be going on. In fact, contrary to what this author has said at other times, as the competition continues among information providers, there is practical market value and stability with the library being identified with books. The

need, however, is not to become a single string instrument in the orchestra.

Sadly, the whole situation of role playing is compounded by the fact that no more than 30% of the libraries studied by the Center for the Study of Rural Librarianship have conducted a community survey over the last five years (Vavrek 1987, 24). As (Lange 1987/88, 49) has observed, library administrators lack complete information about the current use of their libraries. This author believes the situation is one of the most urgent to correct in all of "library land."

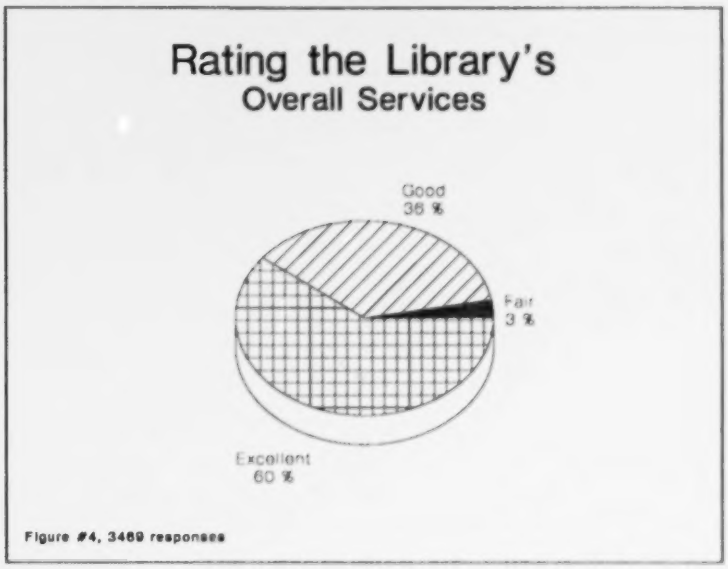


Despite or because of its roles, the typical rural library sees a loyal clientele of individuals who frequent the library on a weekly basis, Figure #3. This use is rather extraordinary when compared with the general use studies of public libraries which tend to show patterns of public library utilization that range monthly to yearly (Carpenter, 1979; Wood, 1985; Doremus Porter Novelli, 1987). Comparisons are made particularly difficult because of the lack of standard frequency/visit categories used by

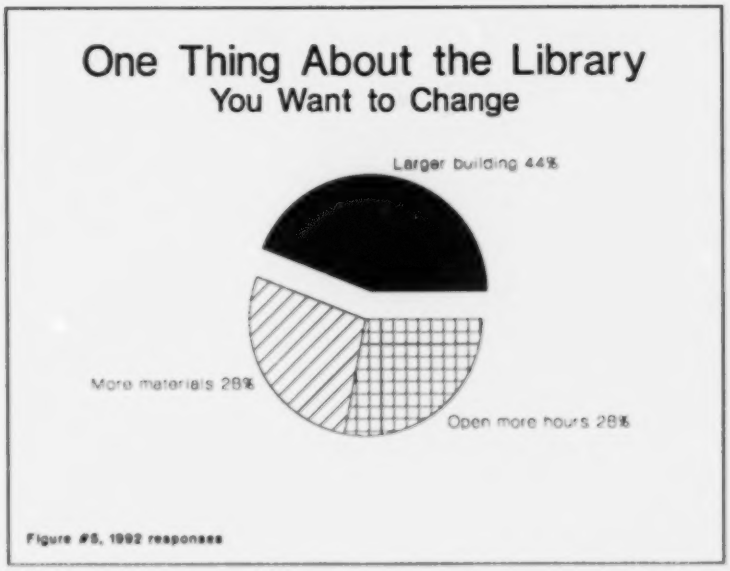
researchers. Weekly use 35% (229) was also the most frequent period of visitation reported by those individuals who were identified as library clients through the phone survey. Nonusers in the telephone survey were designated as such because they had not used the library or its services within the last year. Regular visits to the library are occurring interestingly at a time when an increasing number of Americans identify their goal in life as the pursuit of leisure time. "... more Americans say leisure, not work, is the primary objective in their personal lives" (The Public Pulse January 1990, 2). And contrary to the notion that the amount of leisure time available is declining, the Americans' Use of Time Project reports that men have 40 hours of free time a week and women have 39 hours--more than ever before (Robinson 1989, 34). While leisure involves an interpretation of different activities, it appears that being an active person is a key thing. For example, people who attend sports events are 2.4 times likely to attend a musical performance and are 2.2 times more likely to visit art museums, and twice as likely to attend the ballet (Robinson 1987, 43).

Far from being an elitist institution, the public library is positioned to support individual needs whether they relate to adult education, to provide study courses for parents who prefer to teach their children at home, to offer the best of fiction or nonfiction books, and videos--both popular and educational in nature. Further, the library's use is viewed quite positively by the clients surveyed who rated the library's overall services as either excellent or good, Figure #4. This was also echoed in our telephone verification survey in that 94% (593) of the library users indicated that they received the service they wanted. And among both users and nonusers in the phone survey, there was a sense that the library was a "nice place." The reader may find

this last characterization of the library as troubling. There is little doubt that the rural



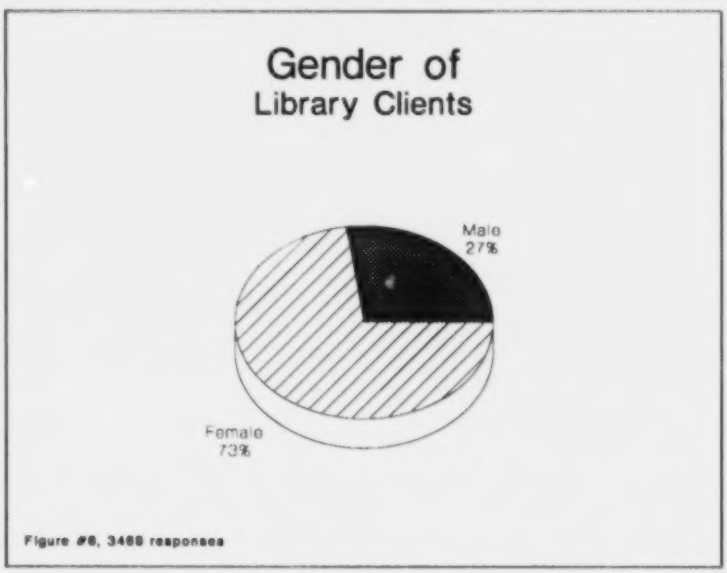
library must be perceived as something beyond a "nice place." It should be noted, however, that warm feelings still have a place in rural communities. While the issue might be raised that the normal expectation of an institution is to have a high likelihood of client satisfaction, one cannot discount the value evidenced by the library's public. By contrast, "An average of less than half of all consumers (48%) have favorable impressions of the quality of services provided by a dozen service industries..." (The Public Pulse, May 1990, 6). Indeed, when queried about the importance of the library to community well-being, 81% (2788) of the respondents indicated that it was either critically or highly important. But it is once again of importance to note the differences in what librarians and clients think are important. In this present study, Figure #5 shows the result of a question in which clients were asked to identify one thing about the library they would wish to change. The figure identifies the top three choices. In



a related study (Childers and Van House 1989), both librarians and clients were asked to identify factors symptomatic of an effective library. Patrons indicated, among other things, that library hours and additional parking were considerations. The librarians queried stated that censorship of materials was a key issue. While it may appear to the reader that the author is stretching the situation, this previous example is a useful instance of how staff and clients see different things. A true marketing approach in library management suggests that the staff must be client-centered and not preoccupied with the institution (Kotler and Andreasen, 1987). One is not suggesting that censorship is an unimportant issue, rather that clients must be more involved in the thinking of library managers.

The Female Client

The numerical superiority of the female library user has been well documented (Knight and Nourse, 1969; Doremus Porter Novelli, 1987; North Dakota Library Association..., 1990). None of these, however, has shown the majority use that may be seen in Figure #6. It should be noted again that none of these previous investigations has focused strictly on a rural clientele. Interestingly, previous surveys charting female usage tend to report this circumstance as a kind of "given" without interpretation and then proceed to other matters. Parenthetically, the female use of Pennsylvania public libraries was 79% (1169) (Vavrek 1990, 10).



As the data from this present investigation were being tabulated, it became a concern to the research team that there had been some flaw in the methodology--perhaps, women library staffers only gave questionnaires to female clients. (Willits and Willits, 1989) have posited the view that female use predomination has been a characteristic of the method of surveying, not of reality. Although not

TABLE 1 - Significant Differences of Information Needs and Reliance on Library by Women-Based on Wilcoxon Two Sample Test

Subject	Need*	Library Use**
Local social services	p=0.0000	p=0.0000
Matters of self improvement		p=0.0028
National news		p=0.0000
Local news	p=0.0001	
Hobby/craft	p=0.0000	p=0.0000
Local community events	p=0.0000	
Programs of education	p=0.0000	p=0.0000
Local social services	p=0.0000	p=0.0000
Best sellers	p=0.0000	p=0.0000
How to do it/reference		p=0.0001
Programs of education	p=0.0000	p=0.0000
Health/medical services	p=0.0000	p=0.0000
Local business/investment	p=0.0000	p=0.0000
Action of gov. officials	p=0.0001	p=0.0053
Local ordinances/laws	p=0.0001	
Videocassettes	p=0.0003	p=0.0001

*In each case, women reported higher information needs than men.

**In each case, women reported greater reliance on the library than men.

being able to totally dispute the Willits' contention, it appears because of the results of previous studies, the data provided by this study (Table #1), informal discussions with rural librarians who have provided anecdotal information about the majority use of the public library by women, and our telephone survey that indicated a 67% (840) use by women, the role of the female library user is a key to understanding and planning the rural library's future. In truth, the "female factor" cannot be totally explained by this present investigation. It was less of a problem, however, for the 13

year old daughter of one of our research investigators. She saw it related to the circumstances that only books of interest to women are in the library, librarians are women, there are only women's restrooms, and fund raisers usually offer prizes such as quilts rather than male-oriented things such as rifles or rod and reel. While falling outside of the "scientific" genre, there is relative merit in her observations. Likewise, (Hole 1990 ?, 3) is bound to stir some attention by her observations: "We have feminized the public library. We didn't intend to do it - it seems to be an inadvertent side effect - but, in fact, we have made public libraries - and to a certain extent all libraries - into institutions which are hostile or useless to most males."

This present investigation does suggest that women have greater information needs than their male counterparts and make greater use of the library to satisfy those needs. Perhaps the data in Table #1 help to suggest some of the reasons women see a greater relevance in their community library than men. Additionally, there are some assumptions to suggest: (1.) Women not only find value in the library for themselves, but feel it is important to the well-being of their children for them to be involved in the library. Nine percent (321) of those responding to our original survey indicated that children's services were the primary reason for library use on the day of the survey. One must surmise that women continue to have major responsibility for bringing children to the library; (2.) Women read more then men and are less likely to need basic literacy services. Based on our collected data, women read an average of over seven books a month, men read five; (3.) Women are more library literate because of their familiarity and use of the library; (4.) Since library staff members tend to be women, female clients feel more comfortable in the library; (5.) While rural

women continue to work outside of the home in greater numbers, library hours tend to coincide with the ability of rural women who work at home to participate; (6.) Women in increasing numbers are attending programs of education and are organizing home study courses for their children. In the fall of 1987, 54% (6,836,176) of all of the students enrolled in programs of higher education in the United States were women (The Almanac of Higher Education: 1989-90 1989, 25); and, (7.) Approximately 28% (555) of the clients surveyed in our second data verification survey indicated that they were borrowing a book for someone else when they went to the library, helping to augment use. Conversely, however, it should be noted that 72% (1950) of the respondents participating in our data verification survey--69% (1344) of whom were women--come to the library to borrow a book for themselves. Apparently, women use the public library for their own reasons, not from being other directed.

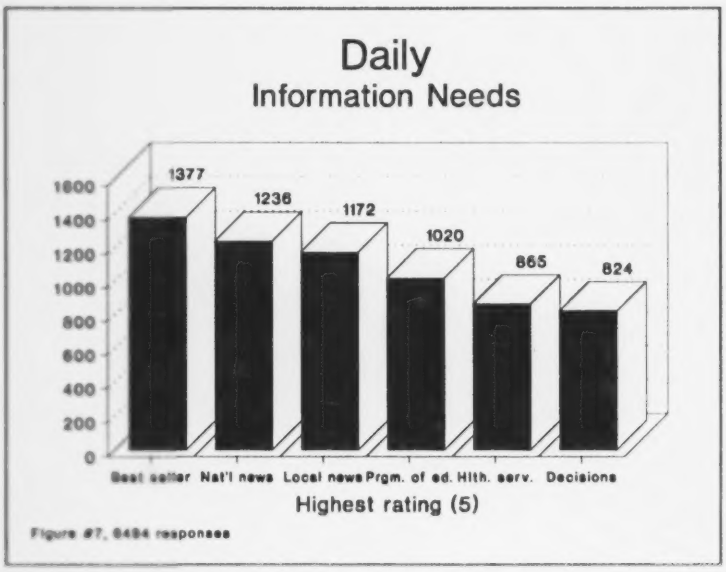
Beyond the above organization of impressions and "facts," the significance of the female library client creates some interesting questions for those responsible for library development. Will the "good old boys and girls" responsible for municipal decision making be inclined to support library services if they attribute library use to be a primarily female activity directly related to leisure activities as opposed to important things such as snow removal, road grading, and waste disposal. Or will the situation rather be one because of the increasingly significant role of women in the workplace as well as home, frequently as the single parent, to whom society will have to respond. Not surprisingly there appear to be professional as well as popular views to support both postures. The crucial thing for library planners is first to recognize the dynamics of local library services and to translate client support into political action.

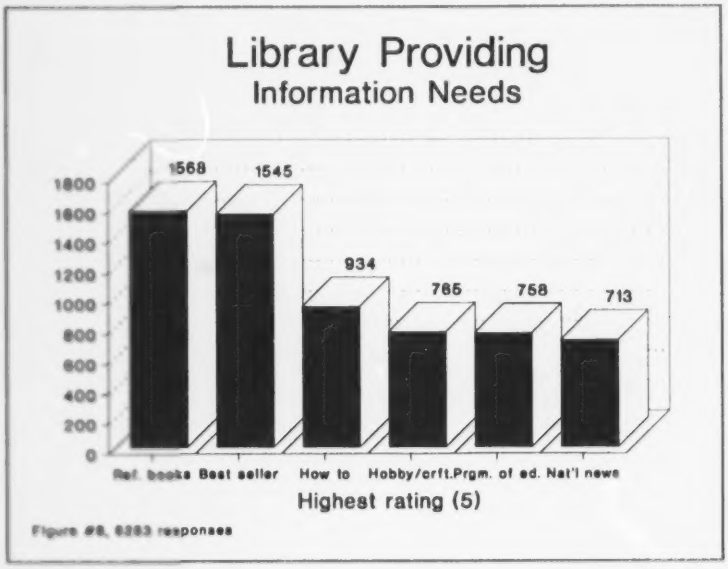
While sounding a bit obvious: things happen because people want them to happen, and with the growing pursuit of leisure as a substitute for what previously would have been associated with work activities, and the growing role of women in the workforce, exciting new attitudes and actions will undoubtedly be formalized. "Growing confidence in women's abilities as workers and leaders suggest that women will become increasingly prominent in government and business" (Townsend and O'Neil 1990, 32).

Information Needs

As a key facet of this research project, rural library clients were asked to identify their daily information needs from a list of 20 subject categories. Figure #7 shows the results of this question by graphically illustrating the six highest choices from ratings of one to five. In the light of the data shown earlier in Figure #2, the results of this question become less of a surprise in relation to information about best sellers. Additionally, however, one may observe the range of needs that also include "national news," "local news," programs of education," "health and medical services," and "current decisions of local government." One might certainly infer the obvious from this: the typical rural public library is faced with an ambitious range of current information needs with which to deal.

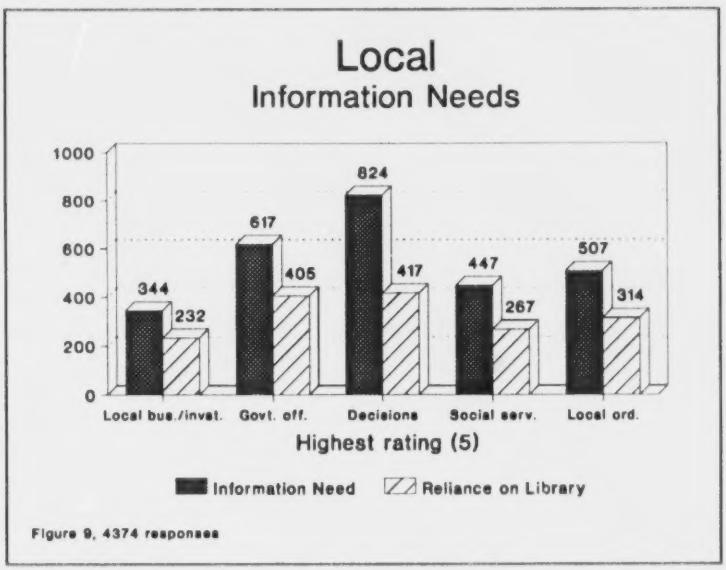
When the data in Figure #7 are compared with that of Figure #8, however, there are only three overlapping subject areas indicating the importance of the library to the clients in providing that information. These parallels, in addition to information about





"best sellers," are "national news" and "programs of education." Added to the choices shown in Figure #8 was "reference books." Parenthetically, as a note to others who might wish to use the survey instrument on which this investigation was based, the

author suggests that the categories in questions one and ten remain the same (see appendix for a comparison of these two questions). The disparity between daily needs and reliance on the library to provide this information is not as critical as the fact that the library is apparently not considered as the resource for information of a timely nature--Figure #9. Using selected examples, this latter figure illustrates the differences



between client needs and the library's importance for "local business/investment," "action of government officials," "current decisions of local government," "local social services," and "local ordinances/laws. This was also the case in our telephone survey in which the library was considered most important for reference books, 73% (461), and best sellers, 47% (293), but least important for information on local government, 46% (285), and social services, 45% (282). In the latter two cases, respondents indicated no need for the information. It is not difficult to explain this situation. Rural library staff continue to be in a book oriented world while the multiplicity of resources

has grown because of the information explosion. In this author's view, the transformations have yet to be made in converting the typical rural library to a community information center.

Despite the importance of best sellers and reference books--the "conventional" things of the library--attention must be focused on those ephemeral but essential resources that provide individuality: local ordinances, minutes of town meetings, documents of local history, records of local events, local advertisements, and information on local organizations. Unfortunately, because rural staff members often lack formalized training, correcting this challenge is of great concern. It should be recalled that in legally defined rural communities the incidence of professionally trained staff (with a master's degree) is only four percent. For public libraries in populations of 25,000, the average is 14% (Podolsky 1989, 12). State library agencies and others have attempted to overcome formalized training deficiencies with multiples of workshops and conferences. Regrettably, continuing education activities are too few and geographically too disparate to be a substitute for more regularized training. This portion of the report is being committed to paper while the author is spending some time in New Mexico. After visiting one of the public libraries at an Indian reservation, one is buoyed by the personal constancy of the rural librarian but further troubled by the problems created by enchanting but geographical distances and limited funding. This same theatre exists throughout the United States. It seems curious, at best, to describe the environment in which the typical rural library functions within the glamour of an age producing international communications and micro-electronics. An important question awaits American librarianship in the near future: will staff be available to work

for the niggardly salaries that presently must be endured. Probably not! The reader is reminded that in communities of under 2,500 people (where 60% of the public libraries in the country may be found) the total annual budget--including salaries--is $15,000. We may discover if circumstances are not improved that the typical rural library will cease to function as a community enterprise. This situation may not be cured but it can be improved by an increasing willingness of those responsible for library services at the local level--trustees, staff, and friends--to better understand client needs and perceptions of value. In a real sense, there is little beyond this simple but elusive goal (Business Week, March 26, 1990).

Although patrons surveyed seemed to associate particular value with the services they presently received, even those who were phoned as part of our data verification felt so although they were not active clients, Figure #10 suggests that 29% (970) of the clients surveyed indicated that they had information needs that could not

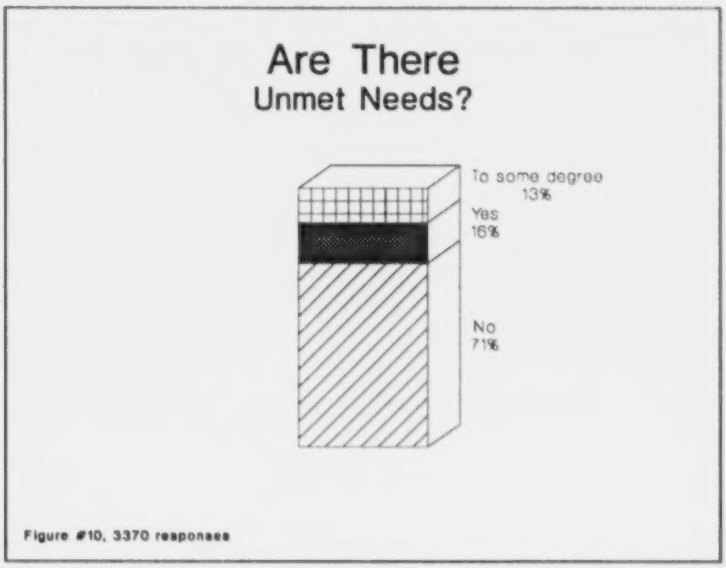


Figure #10, 3370 responses

be met at their library. This translated into requests for more specific reference books and periodicals.

As a final glimpse of information needs, clients were asked: "In addition to the library, where else do you regularly get information to answer your questions?" Figure #11, which shows the top five choices, infers the fact that while newspapers constitute the first strategy, overall personal collections seem to be the technique most often used. This is also interesting in the light of the fact that "word of mouth" appears to be less than the key technique usually attributed to rural communities. Perhaps the respondents considered information and interpersonal communications (gossip) as something different, however. In any event, while waiting to settle this matter, personal contacts inside and outside of the library should only compose one thrust of the public relations mix in reaching clients.

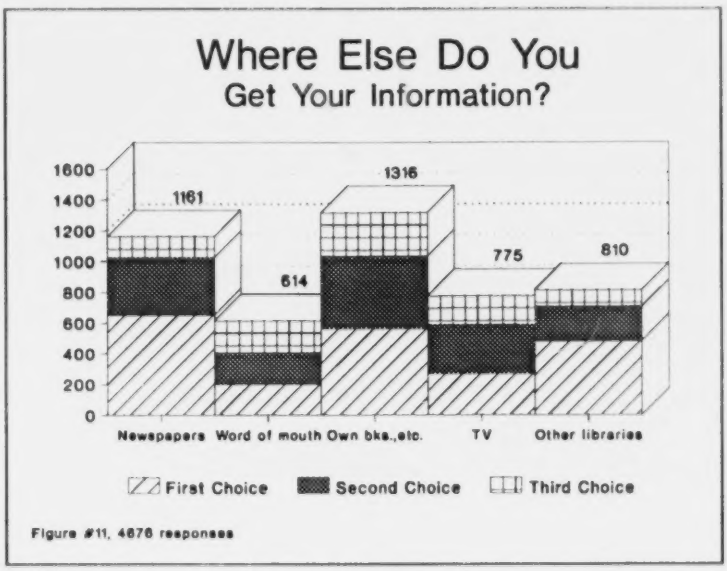
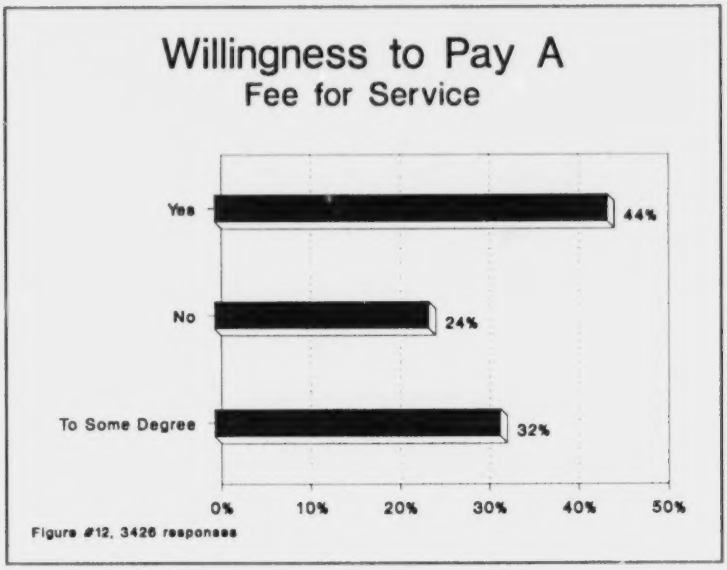


Figure #11, 4876 responses

A Fee for Service

This part of Assessing the Information Needs... might have been conveniently positioned elsewhere in this document. It makes sense, as well, following the above discussion relating to information needs. The library literature has a broad trail of discussion on the issue of whether or not or to what extent service fees should be charged in public libraries. The arguments range from: "we'll be better appreciated if fees are charged" to "fees are inimical to the concept of a public library." It was not so much a matter of settling this controversy, however, that respondents were asked if they would be willing to pay a fee for the library services they received the day of the survey, Figure #12. The intent behind the question rather was to sense attitudes



toward service and value received interpreted economically. The willingness of 76% of the respondents to pay some fee must be interpreted as an indication of the relative value received. The fact that 49% (1527) of the library's clients were inclined to pay

approximately $1.00, Figure #13, when multiplied over 52 weekly visits (the average interval) is more support than the average rural library client presently contributes. This is seen particularly interesting in the light of the data provided in Figure #14, since only 35% (978) of the respondents estimate that their community spends more

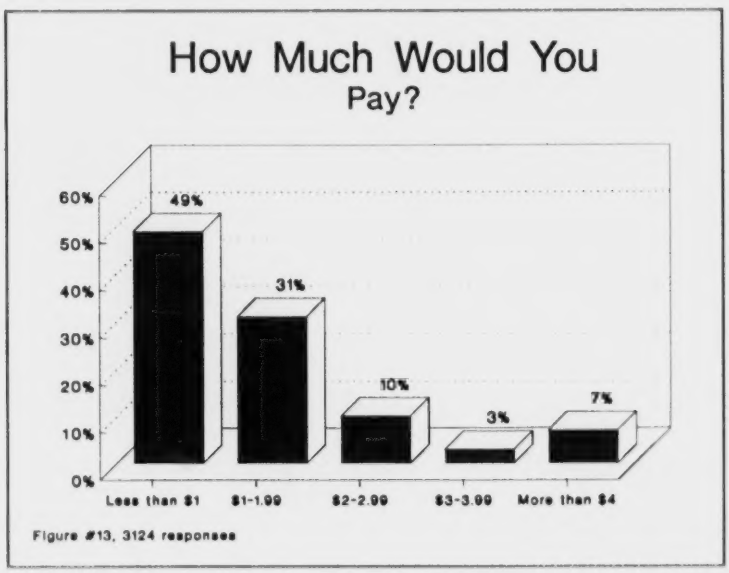


Figure #13, 3124 responses

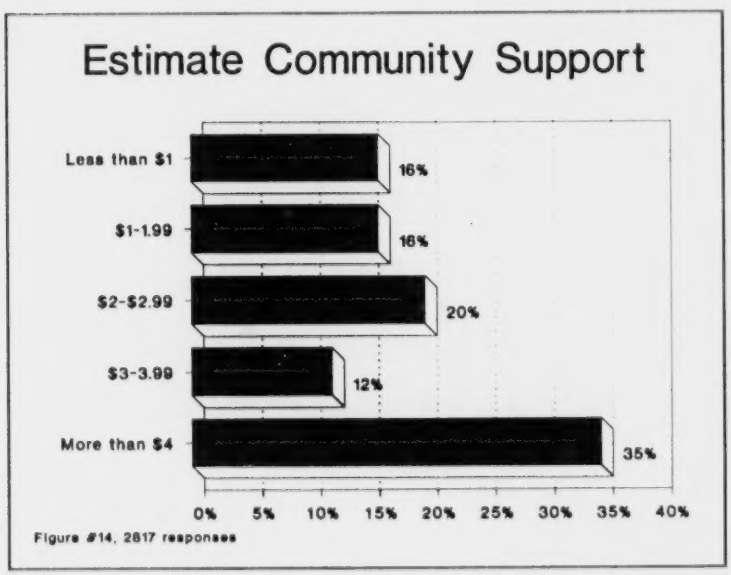


Figure #14, 2817 responses

than $4.00 annually for library support.

Use fees are not a substitute for adequate community support. There is sufficient evidence to suggest this. "Although many public libraries are collecting money from users for some services, the amount of revenue derived from this source is quite small" (Lynch 1988, 12). Undoubtedly, the need for clients to help subsidize their library through specialized charges (such as paying postage for an interlibrary loan request) will continue to be needful in the future. Rural library planners must organize additional valuative techniques, however, that enable the general public to appreciate the economic significance of the library. Translating services received into statements of meaningful economic benefit is another key area waiting attention by students of libraries. Parenthetically, while the author has chosen to utilize the euphemism "students of libraries" to represent librarianship, it is a significant concern wondering who will take leadership roles in helping to create the positive changes discussed here and earlier in this report. Practicing librarians are occupied with the rigors of providing daily services, state agencies have far more obligations and constituents than they can manage, and professors of library and information science have agendas that don't seem to be consistent with prevailing needs. "Who is remaining," is the question of essence.

Community Influentials

Underlying this entire report is the important but present disuse of a marketing approach to libraries by the typical rural librarian. In an effort to correct this situation, this research project developed the training publication, A Marketing Program for

Libraries (Grunenwald, 1989). This latter document is available without charge from the Center for the Study of Rural Librarianship. A marketing strategy for the management of nonprofit organizations suggests, among other things, that an organization can not be all things to all people. The alternative solution is to target audiences for support and services. Waiting attention (targeting) in the rural communities where public library services are provided, are the opinion leaders--the community influentials.

The Public library in the United States comments on community leaders in the following fashion:

> For the public library's users, although they include persons of all kinds, degrees, and conditions, are not a cross section of the general population. As a group, they have more schooling, have larger home libraries, read more magazines, see more movies, and listen to more of the serious radio programs than the average of all adults. They contain more than a numerical proportion of those who serve voluntarily on all levels as leaders of opinion and culture in their communities (Leigh 1950, 48).

And, more recently, "Library users tend to be confident people, opinion leaders who are actively involved in their communities. They are more likely than non-users to agree that they like to be considered leaders and participate in activities like community projects, clubs, church, and volunteer work."(Doremus Porter Novelli 1987, 4).

Although this present investigation did not establish specific criteria to determine the characteristics or nature of those who might be considered community leaders, it is possible to make certain inferences, nevertheless, from the collected data. One of the characteristics of the influential person is the importance of news information in that person's life. Ninety-two percent of influential Americans read a newspaper on a daily basis (Roper 1988, 94). Figures #7 & #8 of this report highlight the significance of

news information among those surveyed. Interestingly, (Robinson 1990, 7) reports that "Overall, men spend more time than women reading newspapers, while women spend more time reading books, and magazines." Indeed, Table #1 of this present study suggest the importance of bestsellers to women clients. Roper also suggests that influentials are voracious readers. While this description was not limited to those who read books, the present investigation indicates that the typical client reads seven books/month. Data pertaining to the number of books read per capita are difficult to assemble, but this latter information compares interestingly with a Book Industry Study Group report indicating only ten percent of the American population read four books/month, the largest number (Yankelovich 1978, 107). The survey data also suggest that 53% (1492) that belong to community organizations read magazines.

TABLE 2 - Significant Differences of Information Needs and Reliance on Library Between Members of Community Organizations and Nonmembers-Based on Wilcoxon Two Sample Test

Subject	Need*	Library Use**
Hobby/craft	p=0.0019	
Action of gov. officials	p=0.0001	
Local history/genealogy	p=0.0003	p=0.0000
Decisions of local gov.	p=0.0000	
Local community events	p=0.0000	
Programs of education	p=0.0001	
Reference books		p=0.0098
Getting/changing jobs	p=0.0000	p=0.0001
Legal matters		p=0.0001
Other information	p=0.0006	

*In each case, the community organization members reported higher information needs than nonmembers.

**In each case, community organization members reported greater reliance on the library to meet these information needs.

Further related to the concept of influential Americans, is the significance of community involvement through membership in organizations and associations. The present investigation discovered that 49% (1600) of the respondents surveyed participated in community or social organizations. Moreover, members of community organizations had a greater need for information than nonmembers and were more likely to use the library for their information needs than nonmembers. Table #2 shows these circumstances.

It's the author's impression that the concept of targeting community leaders who are members of local organizations may be limited because of the fact that the typical rural librarian does not belong to these same or similar organizations. Among the needs waiting further attention, is the necessity of encouraging a greater role on behalf of the library staff in community activities. While there has been some present posturing among rural library leaders throughout the country that library members should themselves become community influentials, this has been met with a certain amount of skepticism because of the belief that the library's staff already has enough to do. Hopefully, this attitude will change.

Conclusions and Recommendations

1. The first priority is to encourage librarians and those responsible for library services at the local level to begin surveying their clients to determine the extent to which information needs are being met. Marketing strategies for periodic reviews should also be planned.

2. Notwithstanding the fact that the typical rural library is a multifaceted institution providing a variety of services, its public continues to think of it as primarily a "book place." This perceived role is not incovenient as much as it conceals the continuum of values available. In any event, goals and objectives directing library services must be established at the local level.

3. Current sources of information, primarily those relevant to local needs, are not being identified for clients. This does not suggest they are necessarily unavailable as much as lacking prominence for library patrons. Where these resources are absent, concentrated efforts must be made to include them in the mix of accessible materials. This type of current data provides the library with its individuality and insures its role as a community information center.

4. Although this present investigation has suggested that nationally the typical American (a female) is the primary rural library client, efforts must be initiated to verify this at the local level. Further, while carefully nurturing this target group, self-interest suggests attempting to determine why men are not found more frequently in the library.

5. Women library clients provide a powerful political potential for library administrators and planners. This lobbying group must be galvanized into taking action that will improve upon the sorry financial support observed at the community level.

6. The national institutions that compose American librarianship must become accustomed to promulgate and follow sustaining goals and objectives. This situation does not exist at present. As a consequence, all of librarianship is suffering.

7. "What is the role of the rural public library?" was a key question in this reported investigation. While it was not totally answered other than by suggesting it is determined locally, it is unquestionably facilitated by having available the most qualified, academically trained staff. It is no longer feasible to assume that the modern public library is capable of existing within any other context.

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Appendix A

Roster of Research Team and Graduate Assistants

Research Team

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Daryl Heasley, Director, Northeast Regional Center for Rural Development, The Pennsylvania State University

David Hill, Community Resource Agent, Cooperative Extension, The Pennsylvania State University

Thomas Hipple, Librarian, St. Mary's Public Library

Pamela Hufnagel, Assistant Professor, Health and Human Development, DuBois Campus, The Pennsylvania State University

Mike Jaugstetter, Consultant Librarian, Clarion District Library Association

John McLain, Professor, Emeritus, Clarion University of Pennsylvania

Bernard Vavrek, Coordinator, Center for the Study of Rural Librarianship, College of Library Science, Clarion University of Pennsylvania

Secretary

Nancy Harriger

Graduate Assistants

Douglas Anderson
Jeffrey Bailey
Diane Brigham
James Buksar
Kimberly Curtis
Kirk Doran
Barry Gray
Shaoyi He
Susan Holloran
Jackie Schmitt
Carla Shilts
Thomas Shilts
Benjamin Williams
Maureen Wolfgarth

The Center for the Study of Rural Librarianship

College of Library Science Clarion University of Pennsylvania Clarion, Pennsylvania 16214

Appendix B

February 27, 1989

Nancy Harriger
Leeper Public Library
Star Route
Leeper, PA 16233

Dear Ms. Harriger:

Please find enclosed the library survey that we discussed with you by telephone.

Your library users are part of a random sample of persons throughout the country who are being asked to participate. It is important that each questionnaire be completed and returned. A self-addressed postage paid envelope has been provided for your convenience.

Please distribute the questionnaires as randomly as possible, without taking too much of your time. If you could distribute the surveys evenly during your hours of operation (morning, afternoon, and evening), that would be very helpful. Encourage your patrons NOT to take the forms from the library. To insure confidentiality, please consider having the completed questionnaires placed in a box or designated spot so they can be returned to us when they are all completed. The only identification is a code on the return envelope so that we can provide you with the results of the survey. At no time in the reporting of survey results will your library be identified. We would appreciate it if all forms were returned to us by March 20, 1989, if at all possible. A receipt after that date would still be useful.

Also enclosed are some brief statistical questions to be completed by you. Please return this form in the same envelope with the completed user questionnaires. If you have any questions or concerns, please phone collect at (814) 226-2383.

Thank you for your assistance.

Sincerely yours,

Bernard Vavrek, Ph.D.
Project Director

BV/nh
Enclosures

Appendix C

NATIONAL LIBRARY SURVEY

Q.1 On a day-to-day basis, how important is it to you to have information on the following topics?

	Frequency					
	1	2	3	4	5	bl
Hobby/crafts	680	533	870	619	581	248
Local business/investment	943	716	749	433	344	346
Action of govt officials	612	570	812	583	617	337
How to do it/reference	381	422	761	837	821	309
Legal matters	992	706	796	421	293	323
Local history/genealogy	645	602	777	590	652	265
Local news	349	351	628	775	1172	256
National news	304	293	662	778	1236	258
Health/medical services	335	407	787	858	865	279
Current decisions of local government	475	466	771	709	824	286
Matters of self-improvement	334	368	893	863	803	270
Getting or changing jobs	1197	502	678	441	366	347
Local community events	374	429	880	841	732	275
Programs of education	348	322	729	819	1020	293
Local social services	735	566	897	595	447	291
Best sellers	391	361	603	602	1377	197
Local ordinances/laws	583	577	889	653	507	322
Videocassettes	890	469	696	549	581	346
Computers	1075	495	635	475	458	391
Others	162	26	43	61	275	2964

1=least important
Percentage of those who actually responded

Q.2 What do you think should be the most important goal of this library?

		Frequency	%
a.	Sponsor programs	53	1.6
b.	To provide information	2069	61.6
c.	Services for children	321	9.6
d.	To provide a quiet place	78	2.3
e.	Leisure materials (books, mag.)	816	24.3
f.	Leisure materials (tapes, etc.)	24	0.7
	No response	170	

Q.3 How often do you come to this library?

		Frequency	%
a.	Daily	375	10.9
b.	Weekly	2357	68.4
c.	Monthly	569	16.5
d.	Rarely	118	3.4
e.	First time today	27	0.8
	No response	85	

Q.4 What was the major reason for coming to the library today?

		Frequency	%
a.	Children's services/materials	321	9.4
b.	Magazines	122	3.6
c.	Newspapers	136	4.0
d.	Return materials	322	9.4
e.	Information/reference	518	15.1
f.	Leisure materials--print--books	1278	37.3
g.	Leisure materials--nonprint	87	2.5
h.	School assignment	172	5.0
i.	Photocopying	47	1.4
j.	Browsing	22	0.6
k.	Tutoring/instructional services	22	0.6
l.	Heating/air conditioning		
m.	Place to relax	44	1.3
n.	Place to hold meeting	47	1.4
o.	Other	287	8.4
	No reponse or miscode	106	

Q.5 Did this library provide what you needed today?

		Frequency	%
a.	Yes	3166	91.4
b.	No	43	1.2
c.	To some degree	254	7.3
	Blank or miscode	68	

Q.6 Was your reason for coming to the library today typical of why you usually come to the library?

		Frequency	%
a.	Yes	2656	77.0
b.	No	290	8.4
c.	To some degree	501	14.5
	No response or miscode	83	

Q.7 If you answered "no" or "to some degree," what was different about your reason for coming to this library today?

		Frequency	%
a.	Lack of time for typical usage	24	2.7
b.	Change in materials selected	412	47.1
c.	Meeting	22	2.5
d.	Study	30	3.4
e.	Other	287	32.8
	Missing or miscode	2756	

Most people were routed around this item

Q.8 Would you be willing to pay a fee for the library services that you received today?

		Frequency	%
a.	Yes	1497	43.7
b.	No	815	23.8
c.	To some degree	1114	32.5
	No response or miscode	105	

Q.9 If you had to pay a fee for the services that you received today, how much would you be willing to pay?

		Frequency	%
a.	Less than $1.00	1527	48.9
b.	$1.00-$1.99	978	31.3
c.	$2.00-$2.99	315	10.1
d.	$3.00-$3.99	81	2.6
e.	More than $4.00	223	7.1
	No response or miscode	406	

Q.10 How important is this library to you in providing information on:

	Frequency					
	1	2	3	4	5	bl
Matters of self improvement	523	425	836	735	664	348
Local business/investment	1038	708	757	364	232	432
Local social services	946	668	798	399	267	453
Best sellers	346	275	478	598	1545	289
Action of govt officials	814	547	823	517	405	425

Q.10

	Frequency					
	1	2	3	4	5	bl
Hobby/crafts	565	398	742	737	765	324
Videocassettes	1147	443	568	434	500	439
Local history/genealogy	600	541	779	602	634	375
Getting or changing jobs	1287	544	638	358	260	444
Reference books	201	158	539	768	1568	297
Computers	1371	421	527	370	391	451
How to do it/reference	421	337	699	736	934	404
Local ordinances/laws	846	631	811	460	314	469
Legal matters	973	688	770	403	245	452
Local news	767	455	704	562	657	386
National news	715	450	697	575	713	381
Programs of education	540	377	760	697	758	399
Health/medical services	629	472	844	637	549	400
Current decision of local government	773	616	758	492	417	475
Other	188	31	59	49	229	2975

Q.11 Do you feel you have information needs which cannot be met at this library?

		Frequency	%
a.	Yes	524	15.5
b.	No	2400	71.1
c.	To some degree	446	13.2
	No response or miscode	161	

Q.12 If you answered "yes" or "to some degree," list up to three of these unmet information needs.

	Frequency			
	1st	2nd	3rd	Total
More specific reference books	205	53	21	279
Religious materials	23	14	4	41
Medical/health	25	8	9	42
Self-help/self-instruction	33	36	11	80
Science/technology	50	23	8	81
Genealogy	37	9	4	50
National newspapers	18	10	7	35
Better periodicals/more periodicals	42	40	14	96

Q.12

	Frequency			
	1st	2nd	3rd	Total
Current politics/current events	21	3	3	27
History	31	15	7	53
Best sellers	17	19	6	42
Science fiction	5	6		11
Career information	12	4	3	19
Online systems	11	8	3	21
Other	329	168	81	578
No response	2672	3112	3347	

Four people listed four needs. They would add one to the counts for "periodicals" and "online systems" and two to "other."

Q.13 How quickly are you able to obtain the materials that you need at this library?

		Frequency	%
a.	That day	1959	59.9
b.	Within a week	886	27.1
c.	Within 2 weeks	371	11.3
d.	Longer than 2 weeks	47	1.4
	No response	268	

Q.14 If you wanted to change one thing about this library, what would it be?

	Frequency	%
Larger building	456	22.1
Larger selection of materials	287	13.9
More current materials	98	4.7
Open more hours	280	13.6
Open fewer hours	2	0.1
Quiet area needed	79	3.8
More science fiction	6	0.3
More newspapers	8	0.4
Have meeting rooms	6	0.3
More microfilm readers	8	0.4
More non-fiction	19	0.9
Expand reference collection	55	2.7
Video availability	41	2.0
More recorded music	12	0.6
Have computers	37	1.8
Make it easier to find materials	13	0.6
Handicapped access to all levels	5	0.2

Q.14	Frequency	%
Better floor plan	20	1.0
Large print materials	2	0.1
Other	558	27.0
No response	1536	

Q.15 How important is this library to the well-being of your community?

		Frequency	%
a.	Not important	5	0.1
b.	Somewhat important	85	2.4
c.	Important	601	17.3
d.	Highly important	1671	48.0
e.	Critically important	1117	32.1
	No response or miscode	52	

Q.16 In overall services, rate this library.

		Frequency	%
a.	Poor	5	0.1
b.	Fair	113	3.3
c.	Good	1257	36.2
d.	Excellent	2094	60.4
	No response or miscode	62	

Q.17 In addition to the library, where else do you regularly get information to answer your questions?

		Frequency			
		1st	2nd	3rd	Total
a.	Newspapers	653	371	137	1161
b.	Word of mouth	199	206	209	614
c.	Professionals	96	88	61	245
d.	Own books, magazines,etc.	562	470	284	1316
e.	T.V.	267	322	186	775
f.	Other libraries	481	223	106	810
g.	Gov't agencies non-profit org.	238	146	76	460
h.	Bookstores	104	85	45	234
i.	Seminars/workshops	4	8	13	25
j.	Other	111	134	143	388
	No response/miscode	816	1478	2271	

Q.17 total includes responses from respondents who provided more than three information sources.

Q.18 Over the last six months, how many books have you read?

Number of respondents = 3293
Mean = 41.5
SD = 73.5
Min = 0
Max = 999

Q.19 Do you read any magazines on a regular basis?

		Frequency	%
a.	Yes	2753	81.9
b.	No	608	18.1
	No response or miscode	170	

Q.20 If "yes," which do you regularly read?

		Frequency			
		1st	2nd	3rd	Total
a.	Family life	716	643	508	1867
b.	News	596	404	281	1281
c.	Lifestyles	560	572	444	1576
d.	Nature	223	240	220	683
e.	Consumer	27	39	33	99
f.	Religion	87	70	62	219
g.	Financial	78	72	52	202
h.	Computers	26	23	23	72
i.	Hobbies	300	314	328	942
j.	Professional jour.	95	93	72	260
k.	Assn/soc. j.	14	21	18	53
l.	Other	68	70	66	204
	No response	741	970		1424

Q.21 Do you belong to any community or social organizations?

		Frequency	%
a.	Yes	1600	48.9
b.	No	1665	50.9
	No response or miscode	266	

Q.22 If you answered "yes," please list the organizations to which you belong.

		Frequency 1st	2nd	3rd	Total
a.	Elected/app. local govt.	40	15	15	70
b.	Church	320	151	76	547
c.	Civic gr.--multi-purpose	227	78	56	361
d.	Special int.--single purp.	799	570	306	1675
e.	Youth/children	90	67	38	195
f.	Lodges/fraternaties	81	79	33	193
g.	Other	57	51	19	127
	No response	1917	2520	2988	

Q.23 Annually, how much would you estimate that your community spends per person to support this library?

		Frequency	%
a.	< $1.00	459	16.2
b.	$1.00-$1.99	456	16.1
c.	$2.00-$2.99	573	20.2
d.	$3.00-$3.99	351	12.4
e.	More than $4.00	978	34.5
	No response or miscode	714	

Q.24 Annually, what would you consider to be the ideal level of community support per person for this library?

		Frequency	%
a.	< $1.00	88	3.1
b.	$1.00-$1.99	213	7.5
c.	$2.00-$2.99	393	13.8
d.	$3.00-$3.99	438	15.4
e.	More than $4.00	1699	59.7
	No response or miscode	700	

Q.25 My occupation is:

		Frequency	%
a.	Professional	713	21.1
b.	Technical & skilled labor	299	8.9

Q.25		Frequency	%
c.	Clerical	217	6.4
d.	Service Worker	102	3.0
e.	Student	316	9.4
f.	Homemaker	852	25.2
g.	Retired	669	19.8
h.	Laborer	92	2.7
i.	Other	118	3.5
	No response or miscode	153	

Q.26 My age is:

N = 3377
Mean = 44.7
SD = 17.1
Min = 0
Max = 87

Q.27 My gender is:

		Frequency	%
a.	Female	2526	72.8
b.	Male	943	27.2
	No response or miscode	62	

Q.28 My highest level of schooling is:

		Frequency	%
a.	1-6 grade school	30	0.9
b.	7-8 jr. high	70	2.0
c.	9-11 high school	188	5.5
d.	12 high school grad/G.E.D.	1229	36.0
e.	Tech./trade/business school/A.A.	459	13.4
f.	B.A./B.S.	885	25.9
g.	Master's	343	10.0
h.	Doctorate, M.D., D.V.M., D.D.S.	40	1.2
i.	Other	170	5.0
	No response	117	

Appendix D

Phone Number: _____
Date/Time (ID): _____
Date/Time (ID): _____
Date/Time (ID): _____

Telephone Survey

My name is _____ and I'm phoning from Clarion University of Pennsylvania. We are conducting a national telephone survey about public libraries among adults seventeen and over. Our purpose is to try to improve public library service. We are using randomly selected telephone numbers and have no knowledge of your address or name. Would you be willing to answer some short questions?

Q-1. Would you please indicate your age, at your nearest birthday, according to the following categories?

Responses

191	17-26				
251	27-36				
253	37-46	406	Male	840	Female
164	47-56				
384	over 56				

Q-2. When was the last time you used a public library or its services?

Responses

66	Daily
229	Weekly
180	Monthly
174	Within the last year
567	Longer than one year
32	Don't know/no response

(IF OVER ONE YEAR, TURN TO NONUSER SURVEY. OTHERWISE CONTINUE.)

Q-3. Can you tell me what the use was?

Responses

635	Yes
6	No
1	No response

Q-4. If yes, what was the use?

_____

Q-5. Was this typical of your use of the library's services?

Responses

509	Yes
65	No
64	To some degree
1	No response

Q-6. If no, what is a typical use?

_____

Q-7. Did you receive the service you wanted?

Responses

593	Yes
14	No
24	To some degree
2	No response

Q-8. If no, why not?

_____

Q-9. Why don't you use this service or other services more often?

_____

Q-10. On the following topics, would you please tell me how important the library is to you in providing:

	Responses		
	Least	Somewhat	Most
Info/local govern.	285	220	120
Info/social serv.	282	238	102
Bestsellers	162	171	293
Reference books	58	110	461

Q-11. In addition to the library, where else do you regularly get information to answer your questions?

_____

_____

Q-12. Are there any other adults (17 or over) in this household who use the public library or its services?

Responses

420	Yes
816	No

Q-13. If yes, how many are: _____Male _____Female

Q-14. Do you think the library services are better suited to:

Responses

2	Men
29	Women
251	Children
842	No differences
47	No response

Q-15. On a regular basis, do you read the following?

	Responses		
	Yes	No	Somewhat
A magazine	958	178	100
A local newsaper	1072	103	62
A nat'l newspaper	278	793	164
A book	759	261	213

Q-16. If you read books, how many have you read over the last six months? 16.23

Q-17. If you read books, what do you like to read?

_____

Q-18. What is your occupation? _____

Q-19. Do you have any comments that you would like to make pertaining to the public library or its services?

_____

_____

_____

MANY THANKS FOR YOUR HELP

Comments by caller:_____

_____

The Center for the Study of Rural Librarianship

College of Library Science Clarion University of Pennsylvania Clarion, Pennsylvania 16214

May 18, 1990

Nancy Harriger
Leeper Public Library
Star Route
Leeper, PA 16233

Dear Ms. Harriger:

Within the last year your library generously participated in a survey of library users that we initiated. While we continue to analyze the overall results of that study, we have come to a clear conclusion--70% of the clients using the libraries we surveyed around the United States are women. This matter has led us to a new discussion: Are women's pattern of library use such that they are actively "shopping" for themselves as well as others? In an effort to clarify this question, we once again need your assistance.

Would you please distribute the one-page questionnaires found in this envelope to your library users--those who are at least 17 years old--at various times during your typical hours of service. If they could be distributed on different days, that would be of great help. Please note, however, that the questionnaires should be given to both men and women. We are also interested to determine the variety of uses men make of the library.

After you have collected the completed surveys, kindly return them to us as soon as possible in the postage-paid envelope that is enclosed and mail them to us. Your participation is essential to our study and crucial to our ability to describe patterns of library use. A full report of the entire survey project will be sent to you during the summer.

Thank you very much for your assistance.

Sincerely yours,

Bernard Vavrek, Ph.D.
Project Director

BV/nh

Appendix F

This library is participating in a national study aimed at gathering information that will be helpful to this library and libraries throughout the United States. Please answer the following questions by either circling a letter or writing in your answer. Your participation is essential and very much appreciated.

Q-1. **From the list below, please circle the reason(s) that you have come to this library today. Please circle all that apply:**

		Responses
a.	To attend an organized meeting, program, etc.	91
b.	To complete school assignment for myself.	93
c.	To find an answer to a question from reference books, etc.	385
d.	To meet informally and talk with people.	190
e.	To borrow book(s) for myself.	1395
f.	To borrow book(s) for someone else. Please specify for whom: ____, ____.	467
g.	To use copier, telephone, fax, etc.	310
h.	To bring children for programs or to use the library.	355
i.	To read a newspaper, magazine, etc., in the library.	397
j.	To exchange store coupons.	23
k.	To borrow videotape(s), recording(s), etc., for myself.	295
l.	To borrow material (other than books) for someone else. Please specify for whom: ____, ____.	59
m.	To find out if the library has a specific	209
n.	Other. Please specify _____.	169

Q-2. **In a typical visit to this library, do you usually have more reasons, fewer reasons, or the same number of reasons as you did for today's visit?**

		Responses
a.	More reasons	540
b.	Fewer reasons	122
c.	Same number of reasons	1253

Q-3. **Please indicate how long your visit to this library today lasted or estimate how long it will last.**

		Responses
a.	5 minutes or less	158
b.	6-15 minutes	745
c.	16-30 minutes	522
d.	Over 30 minutes	518

Q-4. **Please indicate your gender.**

		Responses
a.	Female	1344
b.	Male	597

THANK YOU FOR YOUR COOPERATION

Appendix G

NATIONAL LIBRARY SURVEY
FEMALE AND MALE RESPONSES

Q.1 On a day-to-day basis, how important is it to you to have information on the following topics?

	PERCENTAGE OF RESPONSES					
	1	2	3	4	5	N
Hobby/crafts						
Female	18.12	15.06	28.07	20.01	18.75	2544
Male	27.51	19.30	22.81	15.78	14.61	938
Local business/investment						
Female	31.71	23.36	23.20	12.78	8.95	2457
Male	23.87	20.30	24.51	15.66	15.66	926
Action of govt officials						
Female	19.92	19.07	25.52	17.73	17.77	2465
Male	17.33	15.18	25.08	20.34	22.07	929
How to do it/reference						
Female	11.53	12.65	23.74	26.78	25.30	2498
Male	12.30	14.56	25.03	23.84	24.27	927
Legal matters						
Female	31.63	21.83	25.06	13.01	8.42	2482
Male	30.89	22.57	24.19	12.31	10.04	926
Local history/genealogy						
Female	19.51	18.24	23.79	18.20	20.26	2522
Male	20.81	20.17	23.57	17.83	17.62	942
Local news						
Female	10.35	9.88	18.69	23.94	37.14	2531
Male	11.51	12.88	21.01	23.97	30.62	947
National news						
Female	9.70	9.26	20.74	23.04	37.25	2526
Male	8.13	8.45	18.69	25.77	38.97	947
Health/medical services						
Female	9.64	10.75	22.62	27.42	29.56	2520
Male	13.01	17.53	28.60	24.30	16.56	930
Current decisions of local government						
Female	14.39	14.04	24.08	21.85	25.64	2508
Male	16.33	14.62	24.23	22.20	22.63	937
Matters of self-improvement						
Female	9.12	11.41	27.39	27.31	24.77	2523
Male	13.57	11.97	27.14	24.36	22.97	936
Getting or changing jobs						
Female	35.71	16.27	22.77	14.49	10.75	2464
Male	42.02	15.74	17.48	12.16	12.60	921

Q.1

	PERCENTAGE OF RESPONSES 1	2	3	4	5	N
Local community events						
Female	9.80	12.14	26.18	26.89	24.99	2521
Male	16.44	15.80	29.24	23.05	15.47	937
Programs of education						
Female	8.80	8.96	21.59	25.47	35.19	2501
Male	15.57	13.43	25.59	26.01	19.40	938
Local social services						
Female	20.96	16.37	27.47	19.80	15.41	2505
Male	28.98	19.79	28.66	13.48	9.09	935
Best sellers						
Female	9.73	8.57	17.06	18.64	46.01	2591
Male	17.35	16.93	21.35	16.61	27.76	951
Local ordinances/laws						
Female	17.64	16.83	28.21	20.66	16.67	2478
Male	20.77	21.41	26.45	17.99	13.38	934
Videocassettes						
Female	27.17	14.15	22.06	17.27	19.34	2466
Male	31.41	16.09	21.52	16.09	14.89	920
Computers						
Female	33.92	15.71	21.09	15.13	14.14	2432
Male	35.76	16.00	16.89	15.34	16.00	906
Others						
Female	28.22	5.45	7.43	9.65	49.26	404
Male	28.08	2.46	8.37	12.32	48.77	203

Q.2 What do you think should be the most important goal of this library?

	% OF RESPONSES	N
a. Sponsor programs		
Female	1.65	2602
Male	1.34	968
b. To provide information		
Female	60.15	2602
Male	63.12	968
c. Services for children		
Female	10.65	2602
Male	5.68	968
d. To provide a quiet place		
Female	1.88	2602
Male	3.20	968
e. Leisure materials (books, mag.)		
Female	25.21	2602
Male	25.21	968

Q.2		% OF RESPONSES	N
f.	Leisure materials (tapes, etc.)		
	Female	0.46	2602
	Male	1.45	968
	No response		

Q.3 How often do you come to this library?

		% OF RESPONSES	N
a.	Daily		
	Female	8.38	2674
	Male	17.65	986
b.	Weekly		
	Female	70.57	2674
	Male	64.40	986
c.	Monthly		
	Female	17.20	2674
	Male	13.29	986
d.	Rarely		
	Female	3.29	2674
	Male	3.35	986
e.	First time today		
	Female	0.56	2674
	Male	1.32	986
	No response		

Q.4 What was the major reason for coming to the library today?

		% OF RESPONSES	N
a.	Children's services/materials		
	Female	12.07	2659
	Male	2.03	983
b.	Magazines		
	Female	2.18	2659
	Male	6.61	983
c.	Newspapers		
	Female	1.96	2659
	Male	9.36	983
d.	Return materials		
	Female	10.34	2659
	Male	7.53	983

Q.4

		% OF RESPONSES	N
e.	Information/reference		
	Female	12.30	2659
	Male	21.46	983
f.	Leisure materials--print--books		
	Female	41.33	2659
	Male	29.40	983
g.	Leisure materials--nonprint		
	Female	2.22	2659
	Male	3.26	983
h.	School assignment		
	Female	4.63	2659
	Male	4.98	983
i.	Photocopying		
	Female	1.17	2659
	Male	2.24	983
j.	Browsing		
	Female	0.45	2659
	Male	1.53	983
k.	Tutoring/instructional services		
	Female	0.68	2659
	Male	0.51	983
l.	Heating/air conditioning		
	Female	0.00	2659
	Male	0.00	983
m.	Place to relax		
	Female	1.02	2659
	Male	1.83	983
n.	Place to hold meeting		
	Female	1.47	2659
	Male	1.12	983
o.	Other		
	Female	8.20	2659
	Male	8.14	983
	No reponse or miscode		

Q.5 Did this library provide what you needed today?

		% OF RESPONSES	N
a.	Yes	92.88	2684
	Female	88.55	996
	Male		
b.	No		
	Female	1.19	2684
	Male	1.10	996

Q.5

	% OF RESPONSES	N
c. To some degree		
Female	5.92	2684
Male	10.34	996
Blank or miscode		

Q.6 Was your reason for coming to the library today typical of why you usually come to the library?

	% OF RESPONSES	N
a. Yes		
Female	77.34	2674
Male	77.60	991
b. No		
Female	8.19	2674
Male	8.38	991
c. To some degree		
Female	14.47	2674
Male	14.03	991
No response or miscode		

Q.7 If you answered "no" or "to some degree," what was different about your reason for coming to this library today?

	% OF RESPONSES	N
a. Lack of time for typical usage		
Female	3.04	593
Male	3.20	219
b. Change in materials selected		
Female	53.63	593
Male	52.97	219
c. Meeting		
Female	3.20	593
Male	2.28	219
d. Study		
Female	3.04	593
Male	5.94	219
e. Other		
Female	37.10	593
Male	35.62	219
Missing or miscode		

Most people were routed around this item

Q.8 Would you be willing to pay a fee for the library services that you received today?

	% OF RESPONSES	N
a. Yes		
Female	44.89	2660
Male	40.59	978
b. No		
Female	21.65	2660
Male	29.14	978
c. To some degree		
Female	33.46	2660
Male	30.27	978
No response or miscode		

Q.9 If you had to pay a fee for the services that you received today, how much would you be willing to pay?

	% OF RESPONSES	N
a. Less than $1.00		
Female	46.88	2434
Male	55.17	890
b. $1.00-$1.99		
Female	31.84	2434
Male	29.66	890
c. $2.00-$2.99		
Female	10.60	2434
Male	7.53	890
d. $3.00-$3.99		
Female	2.92	2434
Male	2.13	890
e. More than $4.00		
Female	7.76	2434
Male	5.51	890
No response or miscode		

Q.10 How important is this library to you in providing information on:

	PERCENTAGE OF RESPONSES					
	1	2	3	4	5	N
Matters of self improvement						
Female	15.31	13.04	26.85	24.26	20.53	2469
Male	20.57	14.52	24.64	19.80	20.46	909

Q.10	PERCENTAGE OF RESPONSES 1	2	3	4	5	N
Local business/investment						
Female	35.24	23.38	24.22	10.81	6.35	2395
Male	30.01	21.15	25.14	13.40	10.30	908
Local social services						
Female	29.84	20.69	26.35	14.14	8.98	2383
Male	34.84	24.58	24.92	3.91	6.76	837
Best sellers						
Female	8.21	5.95	18.07	13.83	53.93	2533
Male	17.56	14.83	20.07	17.23	30.32	917
Action of govt officials						
Female	27.53	17.92	26.82	15.68	12.06	2405
Male	23.86	17.50	26.20	18.06	14.38	897
Hobby/crafts						
Female	15.85	10.83	23.52	23.84	25.96	2492
Male	22.70	16.12	21.71	21.71	17.76	912
Videocassettes						
Female	36.08	13.38	18.88	14.50	17.17	2400
Male	40.65	16.78	17.45	12.05	13.06	888
Local history/genealogy						
Female	18.40	16.69	25.24	19.39	20.29	2445
Male	21.77	16.91	23.98	18.90	18.45	905
Getting or changing jobs						
Female	40.66	17.26	21.73	11.97	8.38	2398
Male	44.63	18.64	17.63	10.85	8.25	885
Reference books						
Female	6.33	5.06	16.18	23.31	49.12	2510
Male	6.42	4.90	17.85	24.37	46.46	919
Computers						
Female	44.42	13.55	17.37	11.79	12.88	2384
Male	44.83	13.93	16.52	12.58	12.13	890
How to do it/reference						
Female	12.68	9.71	22.51	24.08	31.02	2421
Male	15.80	13.01	22.69	22.58	25.92	899
Local ordinances/laws						
Female	27.11	20.19	27.15	15.08	10.47	2368
Male	30.36	21.44	25.17	13.54	9.48	886
Legal matters						
Female	31.22	22.74	25.18	13.18	7.68	2383
Male	33.90	20.95	24.77	12.27	8.11	888
Local news						
Female	24.77	14.36	21.77	17.65	21.44	2430
Male	24.09	15.80	23.87	18.23	18.01	905
National news						
Female	24.22	15.31	22.66	17.00	20.81	2436
Male	19.34	12.15	20.55	21.44	26.52	905

Q.10

	PERCENTAGE OF RESPONSES					
	1	2	3	4	5	N
Programs of education						
Female	15.80	10.59	23.14	23.35	27.12	2437
Male	21.96	16.33	26.58	19.48	15.65	888
Health/medical services						
Female	18.77	13.43	26.61	21.40	19.79	2435
Male	25.40	19.07	27.20	17.95	10.38	886
Current decision of local government						
Female	25.18	20.23	24.76	16.17	13.67	2363
Male	26.73	19.59	25.03	15.97	12.68	883
Other						
Female	35.63	3.93	10.81	8.11	41.52	407
Male	32.80	7.41	10.58	8.99	40.21	189

Q.11 Do you feel you have information needs which cannot be met at this library?

	% OF RESPONSES	N
a. Yes		
Female	12.61	2618
Male	24.04	965
b. No		
Female	74.68	2618
Male	61.97	965
c. To some degree		
Female	12.72	2618
Male	13.99	965
No response or miscode		

Q.12 If you answered "yes" or "to some degree," list up to three of these unmet information needs.

	PERCENTAGE OF RESPONSES		
	1st	2nd	3rd
More specific reference books			
Female	22.80	13.48	11.20
Male	25.67	14.37	15.71
Religious materials			
Female	2.76	3.00	1.60
Male	2.69	4.02	4.29
Medical/health			
Female	3.45	2.25	5.60
Male	1.79	1.72	2.86

Q.12	PERCENTAGE OF RESPONSES 1st	2nd	3rd
Self-help/self-instruction			
Female	3.97	11.61	6.40
Male	3.28	4.60	8.57
Science/technology			
Female	3.80	2.62	1.60
Male	9.55	9.77	8.57
Genealogy			
Female	5.18	2.62	2.40
Male	2.09	1.15	2.86
National newspapers			
Female	2.25	1.12	3.20
Male	2.39	4.60	4.29
Better periodicals/more periodicals			
Female	4.84	7.87	7.20
Male	5.67	11.49	8.57
Current politics/current events			
Female	2.25	0.37	0.80
Male	2.69	1.15	2.86
History			
Female	3.11	3.00	2.40
Male	4.48	5.17	7.14
Best sellers			
Female	1.90	5.62	3.20
Male	1.79	2.30	2.86
Science fiction			
Female	0.69	1.50	0.00
Male	0.30	1.15	0.00
Career information			
Female	1.04	1.12	0.80
Male	1.79	0.57	2.86
Online systems			
Female	0.35	1.87	1.60
Male	2.39	2.30	2.86
Other			
Female	41.62	41.95	52.00
Male	33.43	35.63	25.71
N =			
Female	579	267	125
Male	335	174	70

Q.13 How quickly are you able to obtain the materials that you need at this library?

	% OF RESPONSES	N
a. That day		
Female	59.05	2547
Male	63.25	928
b. Within a week		
Female	27.92	2547
Male	24.46	928
c. Within weeks		
Female	11.62	2547
Male	10.45	928
d. Longer than weeks		
Female	1.41	2547
Male	1.83	928
No response		

Q.14 If you wanted to change one thing about this library, what would it be?

	% OF RESPONSES	N
Larger building		
Female	24.47	1508
Male	19.84	610
Larger selection of materials		
Female	14.06	1508
Male	15.90	610
More current materials		
Female	5.50	1508
Male	3.44	610
Open more hours		
Female	14.46	1508
Male	12.95	610
Open fewer hours		
Female	0.07	1508
Male	0.16	610
Quiet area needed		
Female	2.79	1508
Male	6.39	610
More science fiction		
Female	0.20	1508
Male	0.82	610
More newspapers		
Female	0.07	1508
Male	1.15	610

Q.14	% OF RESPONSES	N
Have meeting rooms		
Female	0.33	1508
Male	0.16	610
More microfilm readers		
Female	0.27	1508
Male	0.66	610
More non-fiction		
Female	0.73	1508
Male	1.31	610
Expand reference collection		
Female	2.52	1508
Male	3.11	610
Video availability		
Female	2.39	1508
Male	1.64	610
More recorded music		
Female	0.33	1508
Male	1.15	610
Have computers		
Female	1.53	1508
Male	2.62	610
Make it easier to find materials		
Female	0.73	1508
Male	0.66	610
Handicapped access to all levels		
Female	0.27	1508
Male	0.16	610
Better floor plan		
Female	0.86	1508
Male	1.31	610
Large print materials		
Female	0.13	1508
Male	0.00	610
Other		
Female	28.32	1508
Male	26.56	610

Q.15 How important is this library to the well-being of your community?

	% OF RESPONSES	N
a. Not important		
Female	0.11	2702
Male	0.20	995

Q.15

	% OF RESPONSES	N
b. Somewhat important		
Female	2.18	2702
Male	3.02	995
c. Important		
Female	15.06	2702
Male	22.11	995
d. Highly important		
Female	48.11	2702
Male	47.94	995
e. Critically important		
Female	34.53	2702
Male	26.73	995

Q.16 In overall services, rate this library.

	% OF RESPONSES	N
a. Poor		
Female	0.19	2695
Male	0.00	991
b. Fair		
Female	2.86	2695
Male	4.44	991
c. Good		
Female	34.36	2695
Male	39.66	991
d. Excellent		
Female	62.60	2695
Male	55.90	991
No response or miscode		

Q.17 In addition to the library, where else do you regularly get information to answer your questions?

	PERCENTAGE OF RESPONSES		
	1st	2nd	3rd
a. Newspapers			
Female	25.74	18.82	9.90
Male	20.56	17.10	12.53
b. Word of mouth			
Female	7.45	9.57	16.15
Male	7.79	10.10	19.44
c. Professionals			
Female	3.39	4.28	4.48
Male	4.26	4.40	5.37

Q.17		PERCENTAGE OF RESPONSES 1st	2nd	3rd
d.	Own books, magazines,etc.			
	Female	21.06	23.79	23.96
	Male	20.80	21.50	19.69
e.	T.V.			
	Female	9.55	16.11	15.73
	Male	9.37	14.98	12.28
f.	Other libraries			
	Female	16.48	10.38	8.23
	Male	18.73	11.40	9.21
g.	Gov't agencies non-profit org.			
	Female	9.22	7.05	6.35
	Male	7.79	7.49	4.86
h.	Bookstores			
	Female	3.15	3.65	3.75
	Male	5.47	5.37	2.56
i.	Seminars/workshops			
	Female	0.14	0.38	0.83
	Male	0.12	0.33	1.23
j.	Other			
	Female	3.82	5.98	10.63
	Male	5.11	7.33	12.79
	No response/miscode			
N =				
	Female	2094	1589	960
	Male	822	614	391

Q.18 Over the last six months, how many books have you read?

Female		Male	
N =	2569	N =	954
Mean =	45	Mean =	30
SD =	79	SD =	45
Min =	0	Min =	0
Max =	999	Max =	500

Q.19 Do you read any magazines on a regular basis?

	% OF RESPONSES	N
a. Yes		
Female	82.07	2633
Male	81.83	963
b. No		
Female	17.93	2633
Male	18.17	963
No response or miscode		

Q.20 If "yes," which do you regularly read?

	PERCENTAGE OF RESPONSES		
	1st	2nd	3rd
a. Family life			
Female	32.19	31.68	31.34
Male	6.94	6.21	4.54
b. News			
Female	18.72	13.63	11.36
Male	28.63	21.38	19.45
c. Lifestyles			
Female	23.29	24.96	23.15
Male	12.11	15.31	15.56
d. Nature			
Female	7.26	8.40	8.86
Male	10.47	13.24	14.59
e. Consumer			
Female	0.82	1.34	1.53
Male	1.64	2.07	1.62
f. Religion			
Female	3.33	2.88	3.73
Male	2.77	2.90	1.94
g. Financial			
Female	1.23	1.19	1.16
Male	6.68	6.62	5.83
h. Computers			
Female	0.32	0.40	0.37
Male	2.90	2.34	2.76
i. Hobbies			
Female	6.76	9.10	11.42
Male	21.06	20.41	25.93

Q.20

		PERCENTAGE OF RESPONSES 1st	2nd	3rd
j.	Professional jour.			
	Female	3.15	3.23	3.60
	Male	4.16	4.97	2.76
k.	Assn/soc. j.			
	Female	0.27	0.50	0.61
	Male	1.01	1.79	1.46
l.	Other			
	Female	2.65	2.64	2.87
	Male	1.64	2.76	3.57
	N =			
	Female	2190	2011	1637
	Male	793	725	617

Q.21 Do you belong to any community or social organizations?

		% OF RESPONSES	N
a.	Yes		
	Female	52.30	2545
	Male	42.44	952
b.	No		
	Female	47.70	2545
	Male	57.56	952
	No response or miscode		

Q.22 If you answered "yes," please list the organizations to which you belong.

		PERCENTAGE OF RESPONSES 1st	2nd	3rd
a.	Elected/app. local govt.			
	Female	2.01	1.28	1.96
	Male	3.24	2.49	5.26
b.	Church			
	Female	20.73	16.28	16.99
	Male	16.71	11.62	6.77
c.	Civic gr.--multi-purpose			
	Female	10.77	5.70	9.15
	Male	21.45	13.69	12.03

Q.22		PERCENTAGE OF RESPONSES 1st	2nd	3rd
d.	Special int.-- single purp.			
	Female	53.05	58.95	56.86
	Male	42.14	48.13	58.65
e.	Youth/children			
	Female	6.24	7.67	7.63
	Male	3.49	3.32	3.01
f.	Lodges/fraternaties			
	Female	4.23	5.70	4.36
	Male	8.48	14.52	10.53
g.	Other			
	Female	2.97	4.42	3.05
	Male	4.49	6.22	3.76
	No response			
N =				
	Female	1346	860	459
	Male	401	241	133

Q.23 Annually, how much would you estimate that your community spends per person to support this library?

		% OF RESPONSES	N
a.	< $1.00		
	Female	16.38	2155
	Male	14.69	858
b.	$1.00-$1.99		
	Female	16.47	2155
	Male	15.15	858
c.	$2.00-$2.99		
	Female	20.74	2155
	Male	19.35	858
d.	$3.00-$3.99		
	Female	12.11	2155
	Male	12.47	858
e.	More than $4.00		
	Female	34.29	2155
	Male	38.34	858
	No response or miscode		

Q.24 Annually, what would you consider to be the ideal level of community support per person for this library?

	% OF RESPONSES	N
a. < $1.00		
Female	2.81	2168
Male	3.48	863
b. $1.00-$1.99		
Female	7.66	2168
Male	6.72	863
c. $2.00-$2.99		
Female	14.71	2168
Male	11.01	863
d. $3.00-$3.99		
Female	15.82	2168
Male	13.90	863
e. More than $4.00		
Female	58.99	2168
Male	64.89	863
No response or miscode		

Q.25 My occupation is:

	% OF RESPONSES	N
a. Professional		
Female	18.72	2644
Male	27.24	973
b. Technical & skilled labor		
Female	8.21	2644
Male	11.61	973
c. Clerical		
Female	8.06	2644
Male	2.16	973
d. Service Worker		
Female	3.03	2644
Male	2.83	973
e. Student		
Female	8.13	2644
Male	11.41	973
f. Homemaker		
Female	34.72	2644
Male	0.51	973
g. Retired		
Female	14.98	2644
Male	32.17	973

Q.25

	% OF RESPONSES	N
h. Laborer		
Female	1.55	2644
Male	6.47	973
i. Other		
Female	2.61	2644
Male	5.55	973

Q.26 My age is:

Females		Male	
N =	2637	N =	981
Mean =	44	Mean =	47
SD =	16	SD =	19
Min =	0	Min =	3
Max =	87	Max =	87

Q.27 My gender is:

	% OF RESPONSES	N
a. Female		2724
b. Male		1005
No response or miscode		

Q.28 My highest level of schooling is:

	% OF RESPONSES	N
a. 1-6 grade school		
Female	0.78	2680
Male	1.02	980
b. 7-8 jr. high		
Female	1.98	2680
Male	2.24	980
c. 9-11 high school		
Female	5.07	2680
Male	6.53	980
d. 12 high school grad/G.E.D.		
Female	39.48	2680
Male	28.27	980
e. Tech./trade/business school/A.A.		
Female	13.81	2680
Male	12.04	980

Q.28		% OF RESPONSES	N
f.	B.A./B.S.		
	Female	25.34	2680
	Male	27.76	980
g.	Master's		
	Female	8.43	2680
	Male	14.18	980
h.	Doctorate, M.D., D.V.M., D.D.S.		
	Female	0.41	2680
	Male	3.27	980
i.	Other		
	Female	4.70	2680
	Male	4.69	980